Radio Eye
2019 Annual Report

2020 MARKS OUR 30TH ANNIVERSARY!

9,658 total listeners

1 new way to listen

“Radio Eye is a pipeline to the outside world and allows me a lot of on-going information.”
Alma, new listener in 2019

206 volunteers, 8,280 hours

68 programs broadcast every week, 3 podcast only programs

10,556 hours of on-air programming

“I give thanks every day for all the people who make life easier for us. Your service is a blessing.”
Patricia, listener since 2000.
Listener Survey Results

This year, we conducted a survey of 34 listeners. Listeners listened to an average of 12 programs.

Favorite Shows on Live Broadcast
1. Lexington Herald-Leader – 88%
2. Louisville Courier Journal – 60%
3. Book Series – 52%
4. Tie between Frankfort State Journal, Grocery Show and Eastern Kentucky Grocery Show, and Sports News – 48%
5. Other regional papers – 44%
6. Tie between Louisville Business First and People Magazine – 40%
7. New York Times – 36%

Most Popular Podcasts*
1. National Geographic Magazine – 469
2. Book Series - 368
3. New York Times - 200
4. Smithsonian Magazine - 35
5. People Magazine - 25
* Based on average downloads and plays per month per episode

How Listening to Radio Eye Affects Their Lives

• 94% feel less isolated*
• 93% feel happier since starting to listen to the programming
• 85% feel more informed about political candidates
• 64% talked with their family and friends about something they heard on Radio Eye
• 61% know more about health issues affecting their community
• 18% attended an event they only heard about through Radio Eye
• 11% have talked to their doctor about something they heard on Radio Eye health programs
* of the 45% who said their disability made them feel isolated

3 New On-Air Programs

Signal Theatre Players, half hour of old-time radio produced by local volunteers

Enabled, a program produced by WXXI Reachout Radio about services, products and issues affecting people with vision loss.

National Geographic, half-hour weekly reading of the magazine

Spanish Programming

KY Spanish Stories – weekly readings of Spanish language short stories

People en Español – weekly reading of the magazine, posted in the KY Spanish Stories podcast feed

KY Spanish News – weekly readings of Al Dia and other local Spanish language newspapers

Spanish programming is currently only available by podcast.

New way to listen:

Alexa Skill for Amazon Echo devices. Say “Enable Radio Eye” or search “Radio Eye Alexa Skill” on Amazon to enable. After enabling, say “Alexa, open Radio Eye” to listen.
**Listeners by Broadcast Type**

Radio Eye provided device: 410
Hospital and other organizations: 6,161*
NFB-Newslne: 2,125*
TV: 458*
Podcast: 319* 1
Website: 129* 2
Toll-free number: 56* 3
Total: 9,658

* Does not include listeners who listen via a Radio Eye provided device.

1 Average listeners per month, assuming each listener listens to 12 programs.
2 Based on unique IP addresses in Kentucky.
3 Average number of unique phone numbers calling in each month.

**Lexington**
1733 Russell Cave Road, Lexington, KY 40505
800-238-5193 ext. 5 or 859-422-6390
info@radioeye.org

**Louisville**
1906 Goldsmith Lane, Family Library of VIPS, Louisville, KY 40218
502-509-5184
louisville@radioeye.org

**Eastern Kentucky**
606-233-1330
sharon.cornett@radioeye.org

**Social Media**
Facebook: facebook.com/RadioEye
Twitter: twitter.com/RadioEyeKY
Instagram: instagram.com/radioeyelexington
Newsletter sign-up: http://eepurl.com/d6JF9

**“Without [Radio Eye], I would be completely without news from that area and statewide.” Jacob, listener since 2016**

**Officers and Board of Directors**

David Hafley – Chair
The Thrasher Group

John Copeland – Treasurer
Blue and Co., LLC

Alice Dehner – Secretary
Community Volunteer

Chris Clements – Retired Senior Volunteer Program (RSVP)

D. Robert Deal – JRA Architects

Melanie Kilpatrick – Rajkovich, Williams, Kilpatrick & True

Laura H. Mitchell, O.D. – Simpson Optical

Rick Roderick – Community Volunteer

Philip Rose – Community Volunteer

Kyle Wicker – Republic Bank

**Save the date!**

30TH ANNIVERSARY CELEBRATION:

When: Wednesday, November 18, 2020, 6-8 PM

Where: Marriott at City Center
Thank You to Our Supporters

We would like to thank the following people and organizations for their support this past year: Alex G. Campbell Foundation, Ann Mary Quarandillo, Anonymous x4, Anthony and Lavenia Baxter, Appalachian Community Fund, Blue & Co. LLC, BLUEgrass Runners, Candy Harker, Darryl Stith and Samye Miller, David Hailey and Janet Shedd, Deano and Shandra Sarantakos, Dennis Pearce, E.O. Robinson Mountain Fund, Eugene Gholz and Rose Kelanic, Fon & Mac Rogers, II, Frances Hollis Brain Foundation, Inc., Fred B. and Opal S. Woosley Foundation, Gary and Alice Dehner, George S. Weeks Trust, Good Samaritan Foundation, a Ministry of the Kentucky Annual Conference of the United Methodist Church, Highbridge Springs Water Co., Jerome S. & Grace H. Murray Foundation, John Copeland, JRA, Inc., Julie Thro, Katherine and James Park, Kentucky School for the Blind Charitable Foundation, Kim Edwards Charitable Foundation, Larry and Sue Hurt, Lexington Lions Club, Lexington Medical Society Foundation, Inc, LFUCG Community Development Block Grant, LFUCG Neighborhood Development Funds, Linda Neville Trust, Lindy Karns and Rick Christman, Link-Belt Construction Equipment, Louisville Downtown Lions Club, Margaret and Philip Chase, Muzzy Hemken, Nelson and Mary Jo Lamkin, Philip Rose, Rogers Beasley, Ron and Susan Byars, Sayre Philemon Society, Second Presbyterian Church, The Carl Family Foundation, The Cralle Foundation, Inc., The Honorable Order of KY Colonels, The Rotary Club of Lexington, Toyota Motor Manufacturing, Kentucky, Inc., University of Kentucky Federal Credit Union, Wayne & Margaret Roberts, William Offutt, IV, MD; and the Lexington Herald-Leader and dozens of other publishers who donate their publications.

FUNDING

Expenses: $289,922
Payroll Expenses & Benefits: 61%
Travel and Training: 7.9%
Equipment: 7.8%
Supplies, Postage, and Printing: 7.2%
Professional Services: 7.2%
Dues and Subscriptions: 3.3%
Miscellaneous: 2.3%
Insurance: 2%
Fundraising and Appreciation Events: 1.3%

Revenue: 301,454
Donations from Individuals: 23%
Donations from Corporations and Foundations: 41%
Reserve Fund/Endowment Income: 36%

In-Kind Donations: $183,618 – from volunteers, community partners, and other supporters

In Reserve Fund at Year End: $578,180

Endowment at Blue Grass Community Foundation: $10,873

A Special Thanks to Our Community Partners!